

Sustainability Outlook

October, 2012

Sustainability Reporting

Extended Producer Responsibility

Financing Sustainable Infrastructure

Green Leap needed to shape global leadership



Moving from operating defensively,
to capturing advantage

EXTENDED PRODUCER RESPONSIBILITY MANDATE: CONSUMER ELECTRONICS PREPAREDNESS STATUS

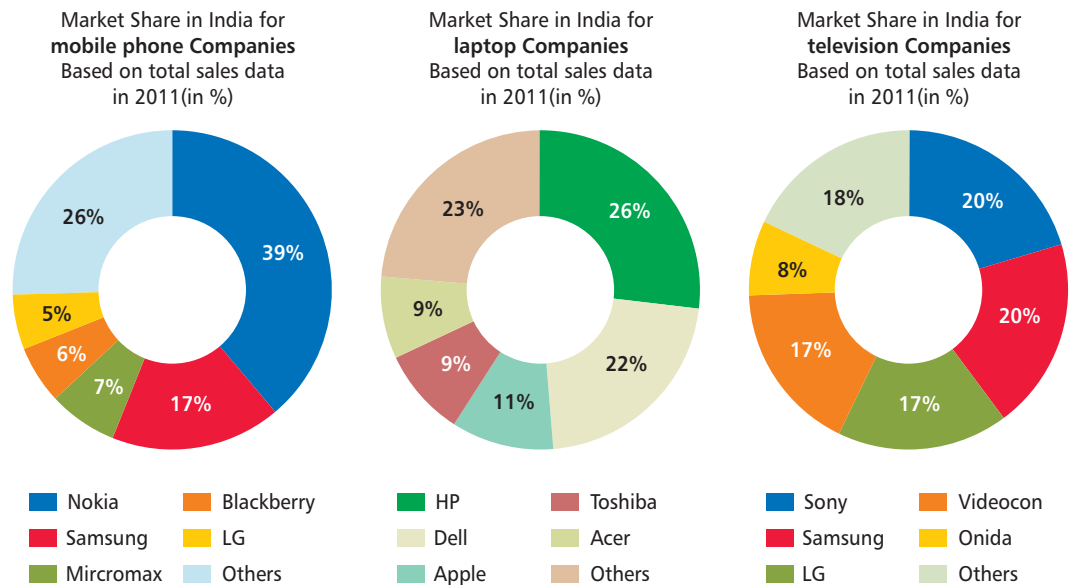
Sustainability Outlook recently conducted a study in an effort to understand the current state of preparedness of consumer electronics companies for effective and policy compliant e-waste collection and management.

The survey covered the dominant market players from representative sub-sets of the top 3 electronics product categories that constitute the bulk of electronic waste generated annually in India.

Based on publicly cited figures, market leaders in the Computer equipment (laptops and PCs), Mobile Phones and Television segments were specifically analyzed for this study. The study analyzed the preparedness of these companies on three parameters:

- a) Company Policy with respect to e-waste take-back and recycling
- b) Models employed for e-waste take back and recycling
- c) Levels of disclosure and consumer engagement for effective e-waste take back and recycling

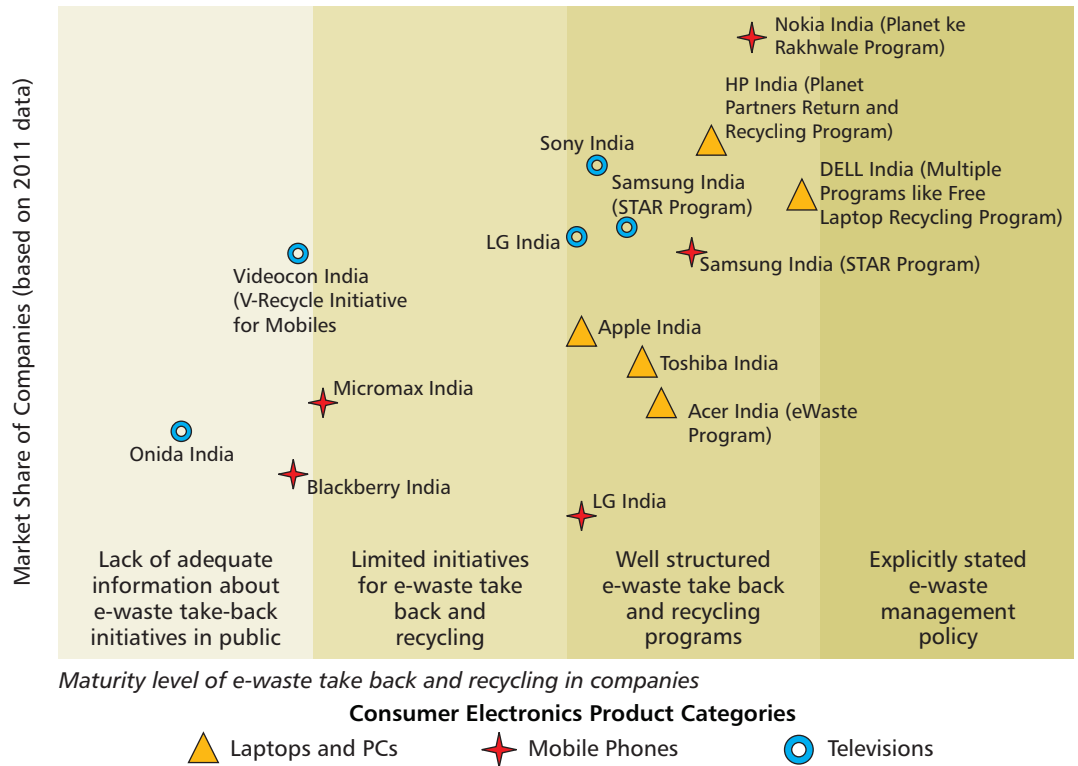
Overview of the evaluated companies: For each of the product categories mentioned above, the top three companies by market share were selected for further analysis (Fig. 1-3).



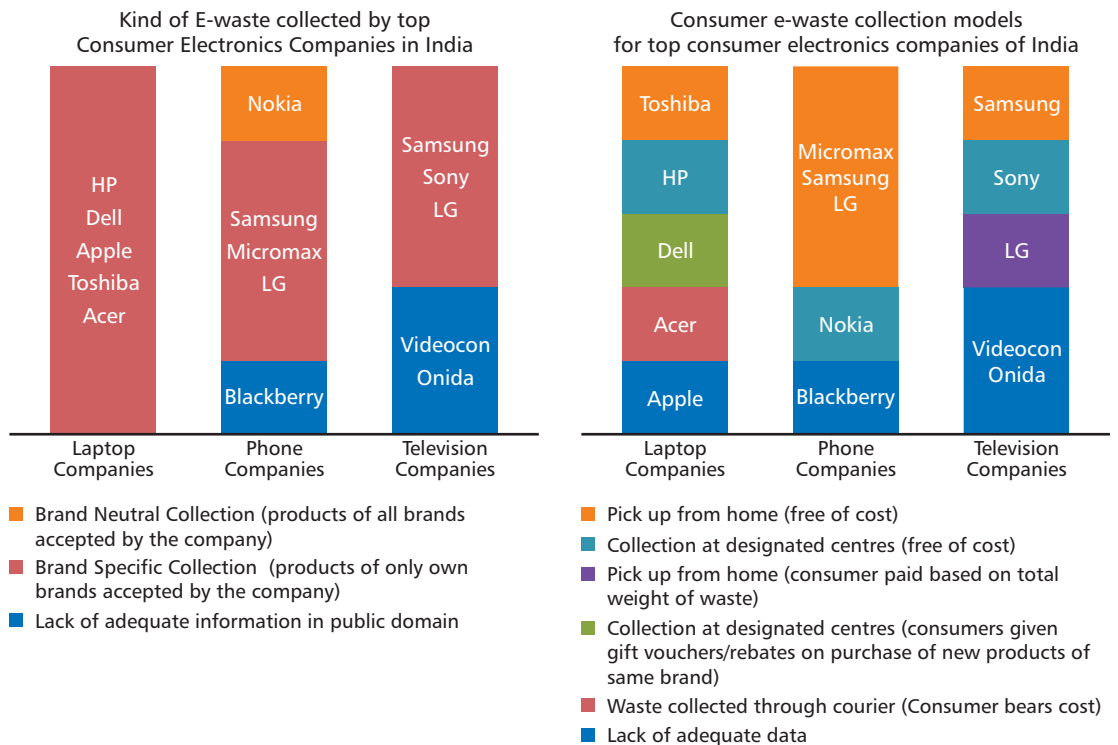
Data Source: 2011 Annual survey of Indian Telecom industry by CyberMedia group's flagship journal for the telecom industry Voice and Data

Findings

Status of Electronic waste Take Back and Recycling Programs for top consumer electronics companies in India



Models employed for e-waste take back and recycling



Levels of disclosure and consumer engagement for effective e-waste take back and recycling

Mobile Phone manufacturers

Phone companies	Does the company have consumer/ employee awareness programs on e-waste recycling?	Is there easily available information on e-waste recycling on the company website?	Is the company transparently reporting complete information about the amount of e-waste collected and recycled per year?	Does the company have e-waste collection and recycling targets for each year (publicly disclosed)?	Does the company send its collected e-waste to an authorized recycler?
Nokia India					
Samsung India					
Micromax India					-
Blackberry India					-
LG India					

Very Strong
 Relatively Strong
 Weak
 Extremely Weak
 Lack of adequate information in public domain

Laptop manufacturers

Laptop companies	Does the company have consumer/ employee awareness programs on e-waste recycling?	Is there easily available information on e-waste recycling on the company website?	Is the company transparently reporting complete information about the amount of e-waste collected and recycled per year?	Does the company have e-waste collection and recycling targets for each year (publicly disclosed)?	Does the company send its collected e-waste to an authorized recycler?
Nokia India					
Samsung India					
Micromax India					
Blackberry India					
LG India					

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Television manufacturers

Television companies	Does the company have consumer/ employee awareness programs on e-waste recycling?	Is there easily available information on e-waste recycling on the company website?	Is the company transparently reporting complete information about the amount of e-waste collected and recycled per year?	Does the company have e-waste collection and recycling targets for each year (publicly disclosed)?	Does the company send its collected e-waste to an authorized recycler?
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